

TRANSPORTATION SECTOR: VANPOOLING

◆ OREGON

Reducing Vehicle Miles Traveled Through Vanpooling

In late 1997, Fred Meyer Stores helped employees commuting from Washington establish three vanpools to ease the commute to the main office campus in Portland. The program began as a response to the closure of the I-5 Bridge, connecting southwestern Washington and Portland, for repairs. The three vans are currently operating at full capacity and eight more have been initiated between several communities in Oregon. Fred Meyer Stores is responsible for the leases of the vans, which cover maintenance and gasoline costs. C-TRAN (public transit provider in Clark County, Washington) pays for a portion of the leases for the three vans traveling between Washington and Oregon, but Fred Meyer Stores covers the rest. Fred Meyer Stores leaves it to the employees to develop and recruit the vanpool members, but in order to receive funding from the company certain criteria must be met.



The program is also a response to the limited parking space available at the main office, which is due partly to the expansion of the company. Fewer single occupancy vehicles means more space is available to meet the needs of the growing demand for parking. Furthermore, vanpooling helps Fred Meyer Stores meet the State's Employee Commute Options (ECO) rule that requires businesses to reduce the number of employee commute trips by 10-15 percent.

Results:

The vanpooling developed at Fred Meyer Stores reduces vehicle miles traveled by nearly 800,000 miles annually, reducing CO₂ emissions by about 100 MTCE* per year. The program also saved Fred Meyer Stores' employees more than \$50,000 per year in avoided gasoline costs. Additionally, as a side benefit the passenger vans are used by employees to travel to off-site meetings. The program was awarded the 1999 Transportation Alternatives Award by the Portland Businesses for an Environmentally Sustainable Tomorrow (BEST).

Vehicle Mile Reductions	Greenhouse Gas Reductions
800,000 mi/yr	100 MTCE*/yr

Principal Actors:

Fred Meyer Stores's ECO program and employees at the Portland main office campus.

Additional Information:

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This case study is based on information provided by Kimberly Pillon and Pat Vernon of Fred Meyer Stores and from *1999 BEST Business Award Winners*, City of Portland, Oregon Energy Office, Retrieved on 20 August 1999 from www.ci.portland.or.us/energy/1999%20best%20fredmeyer.html.

*Original data have been converted from vehicle miles traveled to metric tons of carbon equivalent (MTCE) using emission factors from *Revised 1996 IPCC Guidelines for National Greenhouse Gas Inventories: Reference Manual*, Table 1-27, pg. 1-70.